Graphic designing

What is Graphic designing?

Graphic designing is the **art and practice of creating visual content** to communicate messages. Designers use elements like images, colours, typography (fonts), shapes, and layouts to make designs that inform, inspire, or attract people.

It is the practice of arranging elements like typography, colours, shapes, and images to convey information, create impact, or express ideas.

History of Graphic Design?

1. **Early Origins (Ancient Times)**

- Graphic design dates back thousands of years.
- **Cave paintings**, Egyptian **hieroglyphics**, and Greek **symbols** were the earliest forms of visual communication.
- Example: Egyptians used symbols and visuals on walls and papyrus to communicate stories and information.

2. Invention of Printing (1400s)

- In **1440**, **Johannes Gutenberg** invented the **printing press**, which revolutionized graphic design.
- Books, posters, and printed material became widely available.
- Typography (design of letters and fonts) started developing.

3. Industrial Revolution (1700s–1800s)

- With mass production, graphic design became important for **advertising and packaging**.
- Posters, flyers, and product labels grew popular.
- The rise of **newspapers and magazines** boosted demand for design.

4. Modern Design Movement (1900s)

- New design schools like **Bauhaus (Germany)** focused on simplicity, balance, and modern aesthetics.
- Graphic design became recognized as a **professional field**.
- Posters, logos, and advertising campaigns flourished.

5. Digital Revolution (1980s–2000s)

- Computers and software like **Adobe Photoshop, Illustrator, and CorelDRAW** changed graphic design completely.
- Designers could now create digital illustrations, logos, and layouts easily.

6. Present Day (2000s–Now)

- Graphic design is everywhere: **social media, apps, websites, branding, motion graphics, and 3D design**.
- Tools like **Canva, Figma, Adobe Creative Cloud** make design faster and more accessible.
- AI and modern technology are shaping the future of design.

Who is the first graphic Designer ?

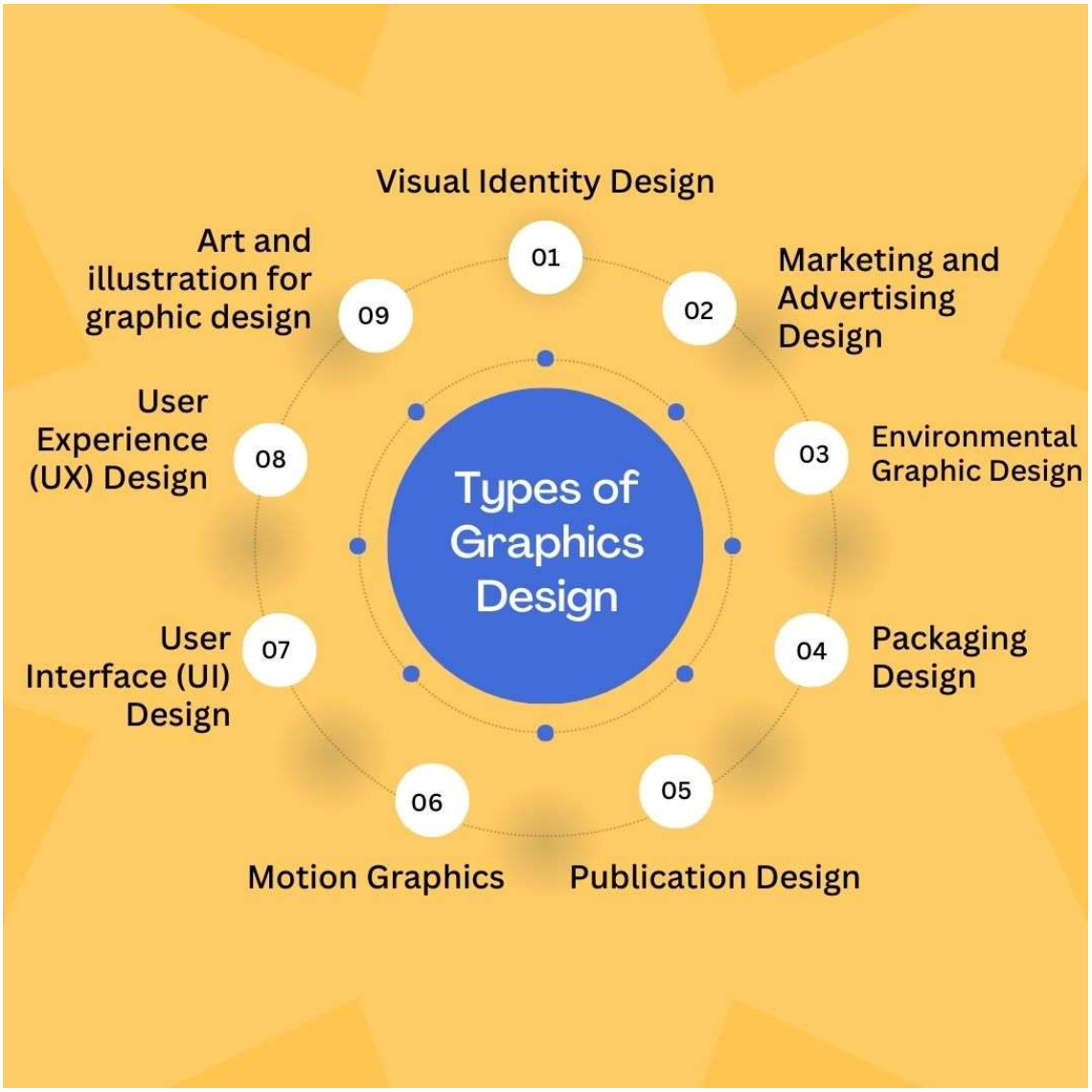
The first person known as a graphic designer was **William Addison Dwiggins (1922)**, who coined the term.

Elements of Graphic Design

1. **Line** – creates separation, emphasis, or direction.
2. **Color** – sets mood, attracts attention.
3. **Typography** – font styles that make text readable & stylish.
4. **Shape & Form** – basic building blocks of design.
5. **Texture** – gives depth (smooth, rough, etc.).
6. **Space** – keeps balance and clarity.
7. **Image/Illustration** – adds visual meaning.

📚 **Types of Graphic Design**

1. **Branding & Identity Design** – Logos, business cards, company identity.
2. **Advertising & Marketing Design** – Posters, flyers, brochures, banners.
3. **Web & App Design** – UI/UX design for websites and mobile apps.
4. **Social Media Graphics** – Posts, stories, ads.
5. **Print Design** – Magazines, packaging, book covers.
6. **Motion Graphics** – Animations, explainer videos, ads.
7. **Illustration & Infographics** – Visual storytelling.



💻 Tools Used

- **Adobe Photoshop** – photo editing & design.
- **Adobe Illustrator** – vector design (logos, icons).
- **CorelDRAW** – vector graphics.
- **Canva** – quick online design tool.
- **Figma/XD** – for UI/UX design.

🌎 Scope & Career Opportunities

- Graphic Designer
- UI/UX Designer
- Branding Specialist
- Motion Graphics Artist
- Illustrator
- Web Designer
- Social Media Designer

Excellence Technology – Branch Details

Excellence Technology is an ISO-certified IT training and software development company based in Mohali and Chandigarh. It offers courses in web designing, programming, AI, mobile apps, and digital technologies with live project training. The company also provides job placement assistance and works on international client projects. It's a good option for skill development, though salary growth depends on experience.

Excellence Technology offers courses in Web Designing, Full Stack Development, Java, PHP, Python, Android, Graphic Designing, and Digital Marketing. Training includes 6 weeks to 6 months programs with live projects, certifications, and placement support.

Branch Full Address Courses Offered Training Type

Certification & Placement

Dharamshala Building No. 336A, 2nd Floor, Above IndusInd Bank, Civil Bazar, Dharamshala, Himachal Pradesh – 176215, India Web Designing, Full Stack Development, Digital Marketing, Java, Python, PHP, Graphic Designing Practical & Project-Based Yes, certification + placement support